

Notes
SCD Focus Team Conference Call
Thursday April 14, 2011
3:00 – 4:00 pm EST

PARTICIPANTS:

Heather Triezenberg
Joshua Brown
Lauren Land
Stephanie Showalter
Jim Falk
Sarah van der Schalie
John Carey
Rick DeVoe
Kristen Grant
David Hart
Jim Hurley (joined late)
Amy Scaroni
Elizabeth Ban

AGENDA ITEMS:

1. Announcements & Review Agenda – Heather Triezenberg
 - a. Notes from the February call are posted online
 - i. Send any updates to the notes from last call to Heather or Lauren
2. Activity Updates
 - a. Coastal and Marine Spatial Planning – Heather Triezenberg
 - i. Sea Grant CMSP Group: You should have received an e-mail invitation from Heather. She will be conducting a series of calls with the Sea Grant Network to discuss the role of Sea Grant in CMSP as it relates to NOAA and the National Ocean Policy. The first call is scheduled for April 25th. A draft agenda has been sent out. The group will discuss the potential role of focus teams in CMSP. Those who are interested in CMSP should join the call. The group will be opened later to Sea Grant directors and others who are interested in CMSP. Heather has established a CMSP listserv hosted by NSGO, which will be populated with subject matter experts over the next couple months. Heather will communicate the role of Sea Grant up to the NOAA CMSP group.
 - ii. National Sea Grant Law Center fellow has been sending Marine Spatial Planning presentation around for comments.
 - iii. Rhode Island SAMP workshop coming up in May. The registration is still open, so people can still sign up!
 - iv. There is a national level effort for an interagency coordinated effort on CMSP. The Program Implementation Council in NOAA

is an advisory body. More information will follow when it's received. The National CMSP workshop is meant to limit federal presence and focus on regional bodies.

1. Heather – ask Sea Grant network who will be invited to the national workshop
 2. Rick DeVoe – You get invited by being close with your regional ocean planning body members. The Southeast Alliance approached Rick to be present at the national level workshop, which will take place June 21-23. The focus of the workshop is on state representatives. It's a targeted invite only, targeting states' governor's representative, state and local community representatives. The CMSP train is moving quickly.
 3. Dave Hart – Attended a workshop on linking coastal marine spatial planning and regional atlases. He gave a presentation to the group. The coastal management programs in the Great Lakes are the direct contacts for this national workshop.
- b. Land Use / Land Cover Database Workshop – David Hart
- i. Workshop happening at Coastal Services Center in Charleston, SC: April 21-22. Brian Miller and Heather Triezenberg are attending. There will also be 16 or so attendees including those from other federal agencies, regions of the country, academics - a diverse group. There will be people from USGS, NOAA, and private sectors who know the technologies.
 - ii. The workshop will start at noon on the 21st. There will be introductory presentations; talk about the current state of coastal and land intensity data; talk about tools and uses for land cover data, merging land use and intensity variables.
 - iii. A lot of researchers need land use and land cover data related to Sea Grant and coastal research. They spend a lot of money creating the datasets that they need. We'll be looking at water quality, socioeconomic, and land planning angles. We'll answer the questions how do we build this dataset? What are the next steps? What do we need?
- c. Coastal Smart Growth and Hazards Expert Panel / Round Table – Sarah van der Schalie
- i. Planning is well underway. The committee is inviting experts to address the question how does a coastal community decide what to develop or redevelop to achieve coastal smart growth goals and minimize risks from current hazards and future hazards due to climate change. The group will be looking at how to achieve coastal smart growth goals while addressing hazards.
 - ii. The planning team is targeting the end of August but it might be the end of July. There are 4 planning subcommittees – process agenda, existing research, list of experts, and logistics. The

meeting is going to be held most likely in facilities at Silver Spring at NOAA.

- iii. The meeting structure: 10-12 experts (depends on travel); 2 days (2 full days or a half day, full day, half day). There will be facilitated discussion between the planning committee and experts. There's a possibility to have a seminar with experts presenting on the subjects; open up that seminar to others.
- iv. The group hasn't yet clarified how the meeting will be open to others. There are plans to have proceedings from the meeting. Not sure if we will have a webinar set up or not yet – agenda team is figuring that out.
- v. Dave – there will be interest in listening in; people in the area will be interested in sitting in and listening in on the panel
- d. Sustainable Tourism Roundtable – Jim Falk
 - i. Small grant from SCD focus team to hold a roundtable – coastal and marine tourism group with Sea Grant people, other NOAA people. John Carey is the Co-PI. Conference call to start planning was in March. Heather has been participating on the planning committee.
 - ii. The goal is to have discussion focused on parties in the room, not just presentations. The group wants some sort of action plan to come out - how Sea Grant's role in the future can be better related to coastal and marine tourism.
 - iii. Three key elements:
 - 1. Sustainability in coastal and marine tourism communities – how can Sea Grant help?
 - 2. How do coastal communities who depend on tourism progress in light of sea level rise and climate change issues?
 - 3. Whole issue of Gulf coast experiences over the last 5 years (hurricanes and oil spill); how can Sea Grant come forth to assist in these efforts?
 - 4. More information out to SCCD NING site; sustainable tourism user group identified – that will be the source of information in the near future
 - iv. John Carey – We'll be following what we did in the early days of sustainable coastal communities. Maybe develop a white paper about how Sea Grant should approach tourism in the near future?
 - v. Heather – NSGO plans to initiate the next round of strategic planning starting this fall, so discussions happening now will be helpful and timely in informing the next planning process.
 - vi. Joshua Brown – We should expect that planning process to get a kick-start at the Advisory Board meeting in October at URI. That's likely when they will get the formal request to start the planning. A target date of September/October to have information available for the advisory board to see is a good idea. The process will happen

much faster this time around (probably 1 year). Any materials to influence this process need to be available at that time; even a draft would be useful.

e. Climate Summit – Joshua Brown

- i. Spranger, Liffmann, and Louie Tupas at USDA have been charging ahead. The date has been pushed back. The group will discuss how the two extension services can collaborate on climate extension and what personnel we need to get together to do effective climate extension. The committee is working on identifying speakers and participants.
- ii. Dates: Nov 8-10/11 in Silver Spring, MD
- iii. Target participants: administrators, higher level leaders of extension, deans of extension, those who have helped shape extension programs

f. SCCD Toolbox – Kristen Grant

- i. The SCCD Network has been looking for ways to break down the 100s of people who work in topic areas to give them a smaller network of people to work on developing concepts, providing resources, etc.
- ii. At meeting in Maine last September, interest groups were formed; 6-15 people have expressed interest; interest groups will be made available through the SCCD NING site to begin with in the hopes of developing an online network for those topic areas.
- iii. The effort to activate the groups was to delegate tasks to develop a compendium of resources related to the topics. This effort is aligned with the effort of Sarah van der Schalie for the Coastal Smart Growth toolbox; what SCCD folks find can be fed directly into Coastal Smart Growth toolbox
- iv. The SCCD Network can have folks in the field to find the tools and develop them. The immediate task is to get the regional coordinators set up for the SCCD network, so the toolbox is on the back burner right now.
- v. It's challenging to work on a regional level, so the regional coordinators will work with regional representatives to get a better idea of what the regions need.
- vi. Regional Coordinator orientation on Monday, April 18th

g. Working Waterfronts Update – Lauren Land

- i. Hill Briefing scheduled for June 1 in the Capitol Visitor's Center
- ii. Currently, the steering committee is identifying speakers to invite.
- iii. There is a FY12 proposal for a working waterfronts grants program through NOS.
- iv. Move up notes about looking at WWWF impacts from Sea Grant

3. Communicating our SCD National Stories

- a. After the annual meeting last fall, the SCD team identified 3 story themes (1 per goal) that fall under SCD implementation plan. Goal teams committed to drafting an outline or working with a writer to draft a story

to be used for communication opportunities to showcase the best of what Sea Grant does; showcase the focus teams

- i. The goal teams should provide the topic that NSGCP should be highlighting for the SCD focus area team.
 - b. Renewable Energy Story – Heather Triezenberg
 - i. Heather will follow up with Meredith before the next conference call.
 - ii. Fits into Goal 2 story
 - c. Goal 1 Story – Kristen Grant, Heather Triezenberg
 - i. Kristen is working with other SCD members to put together a bulleted list of working waterfronts information by looking at our impact statements
 - ii. Janet Krenn is willing to do a short, *In the Spotlight* story for this effort
 - iii. The focus team wants to present and highlight the specific economic impacts of their efforts on working waterfronts.
 - d. Goal 2 Story – David Hart, John Carey
 - i. Background information is still being gathered and reviewed
 - ii. Wise use of energy and land conservation
 - iii. John will get back with Heather because he provided some information to Meredith; follow up with that and then follow up with David
 - iv. David – North Carolina and Oregon had interesting staging for renewable energy; Hawaii with green building
 - v. John and Heather will touch base offline and catch up with Meredith
 - e. Goal 3 Story – Jim Hurley
 - i. Additional information has been gathered regarding the Texas and Connecticut Sea Grant impacts leading to policy changes. Waiting on information from Florida Sea Grant.
 - ii. Examples of the pyramid of changes, from knowledge to behavior to policy changes
4. Planning for 2011 SCD Focus Team Meeting
 - a. Not sure if we will have an in-person meeting; trying to be as frugal as possible with the resources we have so that when we spend money, there's a high impact; SCD leads the way with looking at impact statements without being face-to-face because the team would like to have a visioning meeting
5. Discussion of priority requests for any available funding
 - a. Won't know our budget until mid-May so we don't know if there will be money for focus area teams. If money does become available, it will be a quick turnaround to get the requests in to NSGO, process them, and get the money back out by the end of June. Think about if there were funds, what you think would be a good proposal for them. If there are funds, we will have to ask quickly

- b. Kristen: we've talked about our team meeting together outside of the annual meeting so are we talking about internal or external use of funds?
- c. Heather: could be either. Last year, a number of project proposals were put forward from the focus teams to have events. The timing leading up to the start of the next strategic planning process is important. We need to start thinking about this and an annual meeting over the next 6 months. It would be useful to think big picture - what's Sea Grant's role in sustainable coastal development?
- d. Joshua: if there are people not on the team who are doing cool stuff and could benefit from extra money, focus team members should help them be aware when that money becomes available
- e. Kristen: doesn't seem like there's a clear process of how the funds are released. It would be great to do a call for proposals but the timing might be too short.
- f. Joshua: if we have a month, we'll be lucky. Doing a formal call for proposals takes 3-4 months due to formalities. Proposals would come through the BAA path that NOAA has. If people could help move the focus team agenda forward, reach out to them as a focus team member and make them aware that the turnaround will be very fast. We want to make sure that the announcement goes out to anyone in the network that could benefit and help move the team forward towards national goals. The odds are slim that there will be much money at all. We need to be upfront with people about the timing and the amount of money. Last year we had \$50K, the previous year \$25K allocated to each focus area, from Leon's PD funds to move NSGCP forward strategically
- g. Stephanie: not sure how the money was spent in the past. We may have had input during the focus team meetings, but it wasn't communicated back to the team how the money was used. There needs to be a system of why the National Office didn't follow what the focus team said. Make sure the process is clearly communicated to the team before asking the team for ideas on how to use the money.
- h. Heather: We will try to communicate these things widely.
- i. Rick: 2-year money can be spent beyond October.
- j. Joshua: Funds have to be obligated by June 30th. The money has been dumped into state programs before.
- k. Rick: Move the funds to one of the programs, and have them run a competition for them. NOAA agencies won't know what their budget is until the end of May / beginning of June.
- l. Joshua: We're looking at ways to fund competitions to move the money around so we can forward-fund activities so we have time for the competitions.

6. Next Steps

- a. Next conference call targeted for mid to end of June/July, depending on summer schedules. Look for the Doodle poll!
- b. Agenda item: think about next strategic planning cycle and start discussing this topic

- c. Heather wants to facilitate across-focus team area conversation about how social science fits into the goals for the next planning process. She has identified people across Sea Grant to be involved with this. How we can incorporate social science into what Sea Grant does? There are a few people on the list already, and she will be following up with that in the next few days or so.
- d. Preserve America Project: Last e-mail from administrators noted they are waiting on a budget. Mike and Heather have talked about continuing to do the Extension Profile Project without further funding.